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The Special Milk Program



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Summer Camps

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THE SPECIAL MILK PROGRAM

The U. S. Department of Agriculture is interested in making more milk available to more children.

As a part of this effort, in 1954 the Congress authorized the Department to use funds of the Commodity Credit Corporation to increase milk consumption by children in schools. In July 1956, the Congress expanded the program to include nonprofit child-care institutions and nonprofit summer camps for children.

This pamphlet tells how the program operates in summer camps and child-care institutions. If you sponsor a nonprofit camp or child-care institution, or if you are interested in one, it will be well worth your while to read this pamphlet carefully. If you can increase the quantity of fluid milk served to children in your institution or camp, you can receive assistance to help you finance the cost of the *extra* milk served.

SUMMER CAMPS AND INSTITUTIONS

A wide variety of organizations are now included in the Special Milk Program—nonprofit institutions that serve preschool children or children that are not able to attend regular schools. And, of course, it includes institutions, such as neighborhood houses or summer camps, that serve children of school age when schools are not in session.

Summer camps include almost all types of organized activity conducted for children during the summer time. They include nonprofit camps run by boys' and girls' clubs, civic or church groups, and by organizations such as the Boy and Girl Scouts, 4-H Clubs, Campfire Girls, etc. They include the fresh-air camps some organizations sponsor to give underprivileged city youngsters a vacation in the country. They also include organized recreational programs conducted at community playgrounds and parks—whether they are sponsored by the local government, some civic organization, or some other nonprofit sponsor.

WHAT IT MEANS TO YOUR ORGANIZATION

If your organization is eligible to take part in the program, you can receive assistance to help finance the cost of additional milk served to children.

Note carefully that the purpose of the program is to increase milk consumption by children.

Therefore, before you apply for participation, review the kind of milk service you have been providing children and what steps you can take to serve more fluid milk to them.

HERE'S HOW THE PROGRAM WORKS FOR YOU

Because of the wide variety of types of summer camps and institutions operated, there is a correspondingly wide variety of ways in which they can serve milk to children. Therefore, the opportunities to increase milk consumption vary widely. Some camps and institutions sell milk to the children at a specific price per half pint. Others—and this is the more general practice in camps and institutions—charge the children a certain amount by the day, or week, or month, and provide the milk, meals, and all other services as part of that one charge.

How your camp operates determines how the program can help you.

1. If You Sell Milk as a Separately Priced Item:

The most direct way to increase milk consumption by children—the aim of the Special Milk Program—is to lower the price of milk to them. Therefore, the Department has established a system of reimbursement payments to enable camps and institutions to sell milk to children at a reduced price. They may receive up to 3 cents reimbursement for each half pint of milk they serve to children.

This is the *maximum* rate. If you sell milk as a separately priced item, the exact amount of reimbursement paid to you depends on the price you pay for the milk, the price at which you sell it to the children, and the cost of handling the milk in your camp or institution. Generally, that “handling cost” should be one cent or less per half pint.

Suppose, for example, milk costs you 6½ cents a half pint. All the costs that are involved in your handling it add up to ½ cent a half pint. If you plan to sell milk to children at 4 cents a half pint, you would be eligible for the maximum reimbursement rate of 3 cents for each half pint sold to children.

At the end of the month, you will file a claim for reimbursement which will report the number of half pints you have sold to children at the reduced price, and the amount of reimbursement that is due you.

2. If Milk Is Provided as Part of a Complete Service:

Many summer camps and institutions do not charge children separately for each half pint they drink. Instead, they find it more practical to combine all services provided, and to charge a set rate per day, or per week, or per month.

If that's your form of operation, here's how the program will work for you.

When you apply for participation, you must show the specific method or plan you will inaugurate to provide your children with more fluid milk. Then a reimbursement rate will be assigned, within the 3 cent maximum, that will reimburse you for the approximate cost of the *extra* milk served—that is, the milk you serve in addition to what you previously or normally served. However, if you have not previously served any fluid milk to children, you cannot receive more than 3 cents for each half pint served.

Suppose, for example, that you have been serving two half pints of milk to each child each day. When you apply for participation, you state that you plan to serve another half pint to each child, making a total of 3 half pints each day. If the milk costs you 6 cents a half pint, it will cost you an additional 6 cents for each child in attendance to serve that *extra* half pint each day. The reimbursement rate assigned to you will be designed to cover this additional cost.

At the end of each month, you will file your monthly claim for reimbursement. That claim will show how much milk you actually served to children—and how that total compares with what you showed in your application that you planned to serve. If you did not substantially serve as much extra milk as you had planned, your rate of reimbursement will be reduced. You should, however, have little difficulty achieving the increase you plan, if your original planning is done with care.

HOW YOU CAN USE MORE MILK IN YOUR CAMP OR INSTITUTION

The Special Milk Program thus makes it possible to do what you have always wanted to do—to serve more fluid milk to children.

This program is completely flexible and can be adapted to a variety of local uses. It is up to you

to decide when and how the extra milk is to be offered to the children. Here are a few suggestions:

- You can start serving milk to children, if you have not been doing so. City playgrounds and recreational programs, especially, have an opportunity to increase the use of milk by children in this way.
- You can serve fluid whole milk to children at an additional meal—a third meal, for example, if you have been serving it only at two.
- You can serve an afternoon or evening “pick-up” snack, with milk.
- You can serve extra fluid whole milk at meals—many children can drink more than the usual half pint of milk.
- You can (even if you operate on a total-cost system) offer the children opportunity to buy milk at a reduced price, whenever they choose.
- You can use fluid whole milk, in place of other beverages you have been offering to children.

HOW TO APPLY TO TAKE PART IN THE PROGRAM

Nationally, the Special Milk Program is administered by the Agricultural Marketing Service of the U. S. Department of Agriculture. In most of the States, the program is administered in summer camps and other child-care institutions by the State’s educational agency.

Interested sponsors in the following States should make application directly to their State Educational Agency, at their State capital:

California	Mississippi
Colorado	New Mexico
Connecticut	North Carolina
District of Columbia	Oklahoma
Georgia	Pennsylvania
Illinois	Rhode Island
Indiana	Texas
Kansas	Vermont
Kentucky	Washington
Louisiana	Wyoming
Massachusetts	Alaska

In a few States, the program is handled for summer camps and child-care institutions by some other

State agency. Interested sponsors in the following States should apply to the agency listed:

New York-----	State Division of Standards and Purchase, Albany, New York
Ohio-----	State Department of Public Welfare, Columbus, Ohio
Utah-----	State of Utah Department of Public Welfare, Salt Lake City, Utah
Delaware-----	Delaware State Hospital, Farnhurst, Delaware
Tennessee-----	State Department of Agriculture, Nashville, Tennessee

In other States, the program is handled for summer camps and child-care institutions directly by the U. S. Department of Agriculture. Interested sponsors in the following States should apply to the Department office listed:

Northeast:

Maine	}	Food Distribution Division
Maryland		Agricultural Marketing Service
New Hampshire		U. S. Department of Agriculture
New Jersey		139 Centre Street
West Virginia		New York 13, New York

Southeast:

Alabama	}	Food Distribution Division
Florida		Agricultural Marketing Service
South Carolina		U. S. Department of Agriculture
Virginia		50 Seventh Street NE Atlanta 23, Georgia

Midwest:

Iowa	}	Food Distribution Division
Michigan		Agricultural Marketing Service
Minnesota		U. S. Department of Agriculture
Missouri		431 South Dearborn Street
Nebraska		Chicago 5, Illinois
North Dakota		
South Dakota		
Wisconsin		

Southwest:

	}	Food Distribution Division
		Agricultural Marketing Service
Arkansas		U. S. Department of Agriculture
		500 South Ervay Street Dallas 1, Texas

Western:

Arizona	}	Food Distribution Division
Idaho		Agricultural Marketing Service
Nevada		U. S. Department of Agriculture
Montana		630 Sansome Street
Oregon		San Francisco, California
Hawaii		

